

Impact Report Moving Pictures 2021 - 2022

WOMEN OVER 50 FILM FESTIVAL



Moving Pictures is a project, led by Women Over 50 Film Festival (WOFFF), **bringing cinema to elder-care home residents in the UK** through a programme of short films and creative activities.

At the heart of what we do are our six core values. We are **accessible, age-positive, collaborative, empowering, knowledgeable and welcoming.**

Here are 10 things you need to know about Moving Pictures

What we have achieved so far and what we plan to achieve

1. WOFFF works in partnership with care homes, arts organisations, cinemas and community groups to host **Moving Pictures** mini film festivals in elder care homes, celebrating older women on both sides of the camera.

2. Moving Pictures provides COVID-safe screenings of short films in small communal viewings in care homes, helping to combat isolation and loneliness

3. Each Moving Pictures pack comes with a DVD of 11 WOFFF short films and creative activity worksheets to engage elder people in spoken, written and drawn responses to the films they watch.

4. What care home managers say about Moving Pictures:

"The mood was very positive. I was blown away by the responses of residents. A's artwork was incredible. I've never seen her draw an image of a human or animal before. IC has never written more than one word before. I saw a paragraph here!"

Averil | Care home manager | London

5. 71% of people aged over 70 live with hearing loss. All **Moving Pictures** films are subtitled, making them accessible to people who are deaf or have lost or are losing their hearing.

6. In the project's pilot stage in December 2021 we screened 12 films, at 2 venues with 35 people.

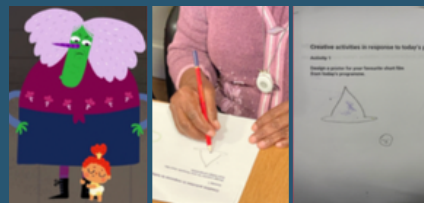
7. What our audiences say about Moving Pictures: "Best one was the second film. Lovely, sad film."

Elder care home resident | London

8. WOFFF tackles ageism through practical workshops. More than **50** people attended WOFFF ageism awareness training in 2021. **90%** of trainees become WOFFF film selectors. This training is offered to all Moving Pictures partners.

9. In 2021 - 2022 Moving Pictures is screening in 20 care homes and community venues in London and Glasgow.

10. WOFFF is looking for additional investment to explore, expand and deliver Moving Pictures around the UK and internationally 2023 - 2026.



Moving Pictures short film, *The Witch & the Baby*, and response from 'U.G' an 86-year-old woman living with dementia

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